

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CNET Networks, Inc.		05/15/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	UrbanBaby, Inc.		
Street Address:	30 Main Street		
Internal Address:	2nd Floor		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11201		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2450598	URBAN BABY	
Registration Number:	2452564	URBAN BABY	
Serial Number:	76552016	URBAN BABY	
Serial Number:	78750064	URBAN BABY	
CORRESPONDENCE DATA			
Fax Number:	(415)268-1999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-268-2000		
Email:	sftmdocketing@hro.com		
Correspondent Name:	Katherine A. Keating		
Address Line 1:	560 Mission Street		
Address Line 2:	25th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94105-2994		
ATTORNEY DOCKET NUMBER:	51262-01000		

OP \$115.00 2450598

NAME OF SUBMITTER:	Katherine A. Keating
Signature:	/katherine a. keating/
Date:	11/27/2007
Total Attachments: 1 source=Urban Baby Assignment#page1.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is made effective as of May 15, 2007, by and between UrbanBaby, Inc., a New York corporation ("ASSIGNOR") and CNET Networks, Inc., a Delaware corporation ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark registrations listed on Exhibit A (the "Marks"); and

WHEREAS, ASSIGNEE acquired substantially all of the assets of the ASSIGNOR on May 23, 2006; and

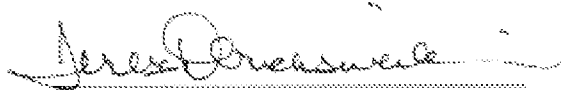
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to the ASSIGNEE, all of its right, title, and interest in and to the Marks;

NOW, THEREFORE, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages and payments for past or future infringements and misappropriations of the Marks, and (2) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have duly executed and delivered this Assignment, as of the day and year first above written.

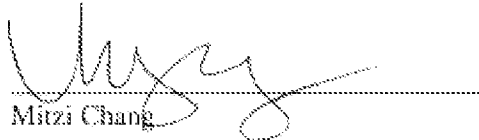
UrbanBaby, Inc.



Teresa Derichsweiler

May 15, 2007

CNET Networks, Inc.



Mitzi Chang

May 15, 2007